

Remarks/Arguments:

Claims 1-8, 10-11, 13-16, 19, and 22-25 are presently pending.

All pending claims stand rejected.

Claim Rejections under 35 U.S.C. §102(e)

In the Office Action at item 3, claims 1-8, 10-11, 13-16, 19, and 22-25 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,330,499 to Chou et al. (hereinafter referred to as Chou).

Applicant respectfully traverses the rejection and requests reconsideration.

Claim 1

Claim 1 is directed to a network system for effectuating data communication between a vehicle and a data processing resource, and recites:

a store display accessible by a customer, said store display equipped with a communication interface device having:

a second wireless network connectivity interface, said second wireless network connectivity interface adapted to data communicate with said first wireless network connectivity interface; and

a communication interface to communicate data between said second wireless network connectivity interface and said data processing resource adapted to effectuate data communication between said in-vehicle device and said data processing resource.

Thus, claim 1 includes a "store display **equipped with** a communication interface device." The communication interface device has two interfaces, a first interface (i.e., the second wireless network connectivity interface) to data communicate with the first wireless network connectivity interface of an in-vehicle device and a second interface (i.e., the communication interface) to data communicate between its first interface and the data processing resource.

Chou Reference

Chou discloses a communications link 150 (e.g., a wireless base station 150B) for wirelessly communicating vehicle information. The communication link 150 may be interfaced with the intranet 150C, the Internet 150D or Public Switched Telephone Network (PSTN) 150. (See Chou at column 2, lines 34-37.)

The Office Action suggests that the "store display accessible by a customer" recited in claim 1 corresponds with the dealer's network which provides services such as parts ordering. The dealer network (e.g., 250), however, is not a "store display accessible by a customer" and, furthermore, **is not equipped with** the communication link 150, since the communication link 150 is shown to be external to dealer network 250. In particular, as depicted in FIG. 1, the communication link is at a tower and the dealer network is in a building remote from such a tower.

Thus, Chou does not disclose, teach or suggest a "store display that is accessible by a customer, said store display being equipped with a communication interface device" as required by claim 1. Because Chou fails to teach each and every limitation of claim 1, applicant contends that claim 1 is allowable over Chou. Accordingly, applicant respectfully requests that the rejection of claim 1 be withdrawn.

Claim 13

Claim 13, while not identical to claim 1, include features similar to claim 1. Accordingly, applicant contends that claim 13 is also allowable over Chou for the reasons set forth above regarding claim 1 and respectfully requests that the rejection of claim 13 also be withdrawn.

Claims 2, 8, 10, 11, 14-16, and 23-25

Claims 2, 8, 10, 11, 14-16, and 23-25 each depend from one of independent claims 1 and 13 (either directly or indirectly) and, thus, include all the features of the independent claim from which they depend. Therefore, applicant contends that claims 2, 8, 10, 11, 14-16 and 23-25 are allowable over Chou for at least the same reasons as independent claims 1 or 13, and requests that the rejection of these claims be withdrawn.

Claim 19

Claim 19 is directed to a method of data communicating, and recites:

- a) communicating a plurality of digital content between an in-vehicle device and a store display equipped with a communication interface device, said store display accessible by a customer;
- b) routing said plurality of digital content from said store display to said data processing resource;

- c) determining at said data processing resource a plurality of return digital content responsive at least in part to said plurality of digital content;
- d) routing said plurality of return digital content to said store display; and
- e) presenting said plurality of return digital content to said customer at said store display.

Chou Reference

Chou discloses a remote service center 200, a dealer's network and an in-vehicle system communicating via a communications link 150. The dealer's network may be connected to the remote service center 200 to provide additional services such as parts ordering. Chou, however, is silent regarding "a store display that is accessible by a customer" and, furthermore, that digital content is routed from the store display and that return digital content is routed to the store display and presented to the customer. That is, Chou does not discuss a store display and, thus, cannot provide for the routing of information to or from such a store display.

Thus, Chou does not disclose, teach or suggest the above-mentioned features of claim 19. Accordingly, applicant respectfully requests that the rejection of claim 19 be withdrawn.

Claim 22

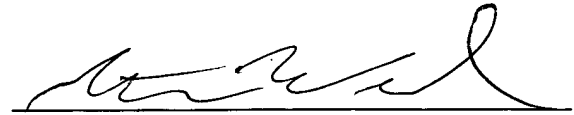
Claim 22 depends from independent claim 19 and, thus, includes all of its limitations. Accordingly, applicant respectfully requests the rejection of claim 22 also be withdrawn.

Conclusion

In view of the amendments and remarks set forth above, applicant contends that the above-identified application is in condition for allowance and such action is respectfully requested.

Respectfully submitted,

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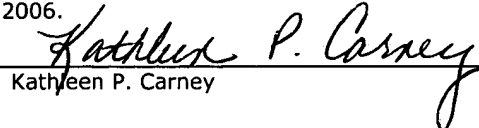
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